



Keeping Newton Beautiful

Main Objective

To initiate, promote, coordinate and implement quality beautification projects within the village/city street/open space areas, mainly through village business districts that improve the appearance of Newton for people who have invested their lives here and people visiting in conjunction with citizens, schools, community based organizations, businesses.

Purpose

To promote quality city/village beautification that:

- Builds on Newton's traditional "garden city" city image and current environmental concerns.
- Establishes community support
- Integrates a village theme
- Enhances Newton's historical resources
- Encourages public participation in beautification programs.
- Promotes awareness of surroundings
- Seeks input from the community through surveys, village meetings, etc.
- Coordinates financing options

Scope

To cover all beautification projects within the village/city street/open space areas, on an established priority basis.

Objective 1:

- To develop beautification projects with simple themes for a village framework of planting, which will integrate specific villages nuances. Use student study projects where possible.
- To ensure a simple, unified and consistent projects that require little to no maintenance.

Objective 2:

To balance the priorities for beautification projects between Newton's city image, environmental goals and public requests by the community. Generally, will be in descending order from:

- Old, tired village business areas
- Major street routes within the villages areas
- Secondary streets within the village areas
- High maintenance to low maintenance traffic islands

Objective 3:

To conserve and sustain Newton's tree and vegetation framework.

- Planting will be designed for low maintenance or amended to reduce maintenance when appropriate.

Objective 4:

To encourage public participation to promote the Beautification concept.

- Community groups will be encouraged to be involved in planting and other related activities.
- A range of possible areas or projects for public participation will be publicized to promote community pride.
- Businesses will also be encouraged to participate in planting projects.
- Develop Clean Team concept by village, ward

Objective 5:

To provide educational opportunities to promote awareness within the Beautification concept

- Training Programs: Workshops for schools, civic groups, general citizenry, non-profits
 - ✓ Trash 101
 - ✓ Recycling 101
 - ✓ Composting (Backyard)
 - ✓ Source Reduction
 - ✓ Storm Water/Drains
 - ✓ Litter/Graffiti
 - ✓ Plantings/Beautification
 - ✓ Invasive Species
 - ✓ Zero Waste Events
 - ✓ Summer Youth and Volunteer Opportunities
 - ✓ Weed/litter Control
 - ✓ Hazardous Waste
 - ✓ Alternative to HHW
 - ✓ The Green Bin

Objective 6:

To secure the necessary resources to implement and maintain Beautification as a valuable resource.

- An annual program of Beautification will be prepared for the Budgetary Planning Cycle. It will clearly identify costs for establishment, maintenance, replacement, remedial or preventative works.
 - Work with businesses, school, civic groups for “in kind” contributions
 - Grant proposals
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